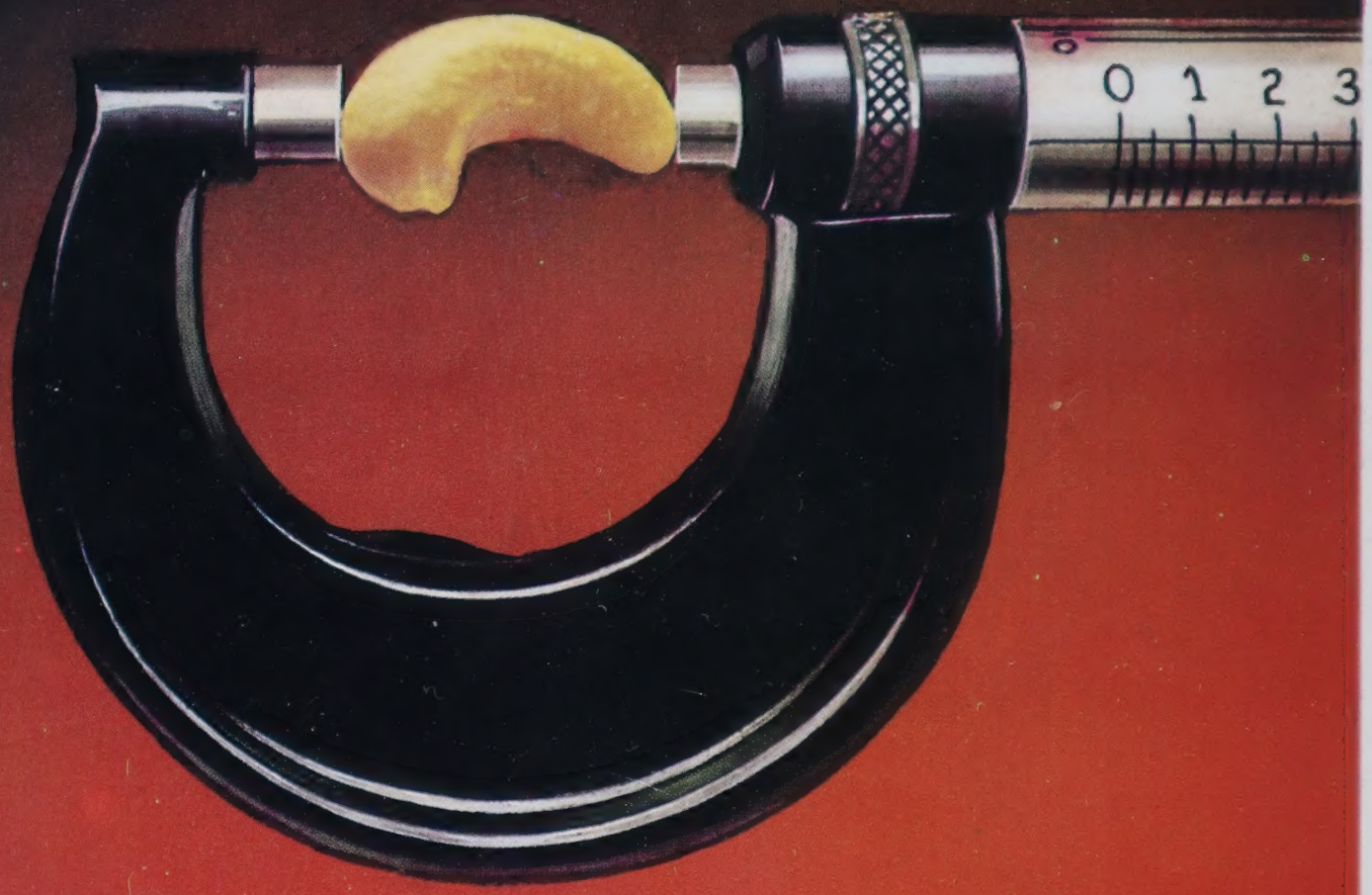
XXI No. 2 ISSN-0019-4484

INDIAN CASHEW JOURNAL

INDIAN CASHEWS
CARE FOR YOUR
H E A L T H
It is natural

if it's 'KNF' it's perfect



More people are now buying 'KNF' cashews.

But then, KNF has been selecting and processing only the best of cashew nuts for decades now. So every time you decide on 'KNF', you can be sure it's perfect.

Processed under expert supervision and rigid quality control. No wonder national and international acclaim came KNF's way.

'KNF' is a division of the famed KPP Group and 55 years of experience in this field is no mean achievement.

And remember. If it says 'KNF' on the outside, then it's perfect inside.

KERALA NUT FOOD CO.
P.O. BOX. No. 80, Parameswar Nagar,
Quilon - 691 001, India.
Telephone: (474) 75391 (5 lines).
Telex: 0886-203 KNF IN, 0886-263 PF PL IN
Cable: 'NUTFOOD' QUILON.
Sister concern: POYILAKADA FISHERIES PVT LTD.,
QUILON - 691 001.

SPACEAD/ 235

INDIAN CASHEW JOURNAL

A quarterly publication of the Cashew Export Promotion Council of India.

THE CASHEW EXPORT PROMOTION COUNCIL OF INDIA
Chittoor Road, Cochin - 682 016, India.
Tel. : 0484-361459,
Telex : 0885-6677 CEPC IN.
Fax : 0484-370973. Cable : PROMOTION.

Chairman
Mr. T.K. Shahal H. Musaliar

Vice Chairman
Mr. P. Bharathan Pillai

Chief Executive & Secretary
Dr. K.G. Nayar

Editor, Printer & Publisher
Dr. K.G. Nayar

Designer
Cornet Communications
Cochin - 682 016.

Photocomposer
Type Styles
Cochin

Printed at
Amara Kerala Industries
Cochin

Contributions

Contributions are welcome and will be paid for. They may be sent, along with any relevant photographs, drawings, etc. to the Editor.

The Council takes no responsibility for the statements and opinions expressed by the contributors.

Subscription

	Single	Annual	
	(Rs)	(Rs)	(US $)
Within India	50	150	–
Outside India	–	300	30

FOOD FOR THOUGHT

There is a popular belief that all nuts including tree nuts have a very high percentage of fats which builds up cholesterol levels in the human body. Even though cashew contains 47% fat, the most exciting fact in cashew nut is that 82% of its fat content is unsaturated fatty acids - free of cholesterol. In fact, cashews reduce cholesterol levels of the human body.

How's that for hearty news for cashew lovers.

PUBLISHER

CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE
REGIONAL CENTRE
MANGALORE
19/11/93

AFI PRESIDENT VISITS INDIA 4

CASHEWNUT SHELL LIQUID : THE RAW MATERIAL OF THE FUTURE 7

GLOBAL COOPERATION IN CASHEW PROMOTION — NEED OF THE HOUR 11

COMMERCIAL INFORMATION : EXPORTS OF CASHEW KERNELS FROM INDIA 13

INDIAN CASHEWS STEAL THE SHOW WORLDWIDE 17

CASHEW FRICTION DUST 19

PROFILES OF INDIAN CASHEW EXPORTERS 20

RECIPES 25

CARDANOL CASHEW PHENOL 31

QUILON : THE CASHEW BOWL OF INDIA WITH A ROMANTIC PAST 33

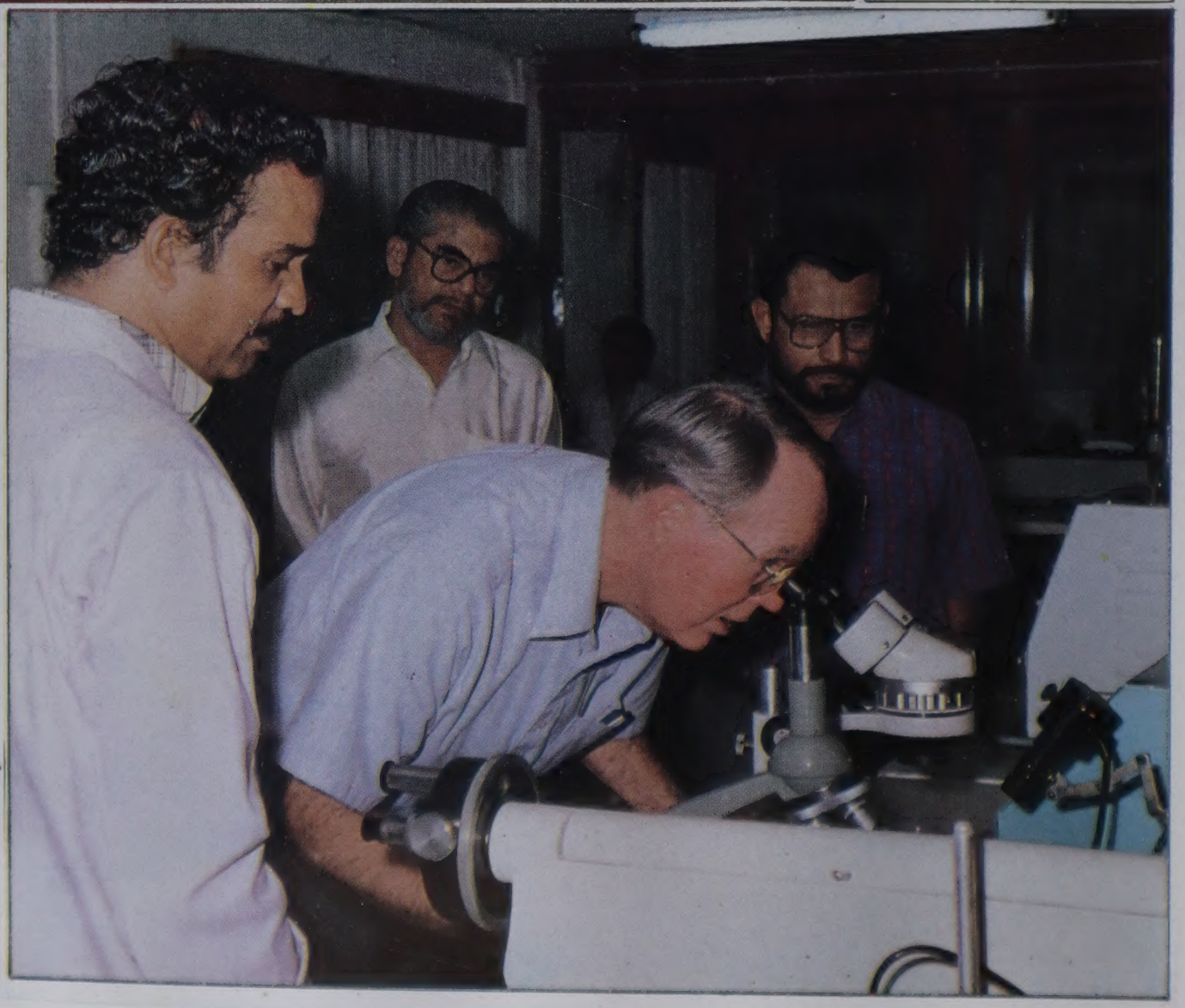
AFI President visits India

Mr. Richard J. Sullivan, President of the Association of Food Industries, USA, was in India from February 14 to 19, 1993 at the invitation of the Cashew Export Promotion Council. The visit was mainly for discussions on the problems and prospects of promoting cashew consumption in a larger measure in major markets like USA.

USA has a special affinity towards Indian cashew, as is evident from the fact that nearly 42% of the total US imports of cashew comes from India. The Americans are all too keen to increase their offtake of Indian Cashews.

Mr. Sullivan was full of praise for the efforts being made by India to ensure that all the cashew supplied was of the highest quality. He was particularly happy with the ways the Council and the Indian Institute of Packaging (IIP) have been trying

Mr Richard J. Sullivan, President, Association of Food Industries, USA at an open house meeting at Quilon on February 17. 1993.



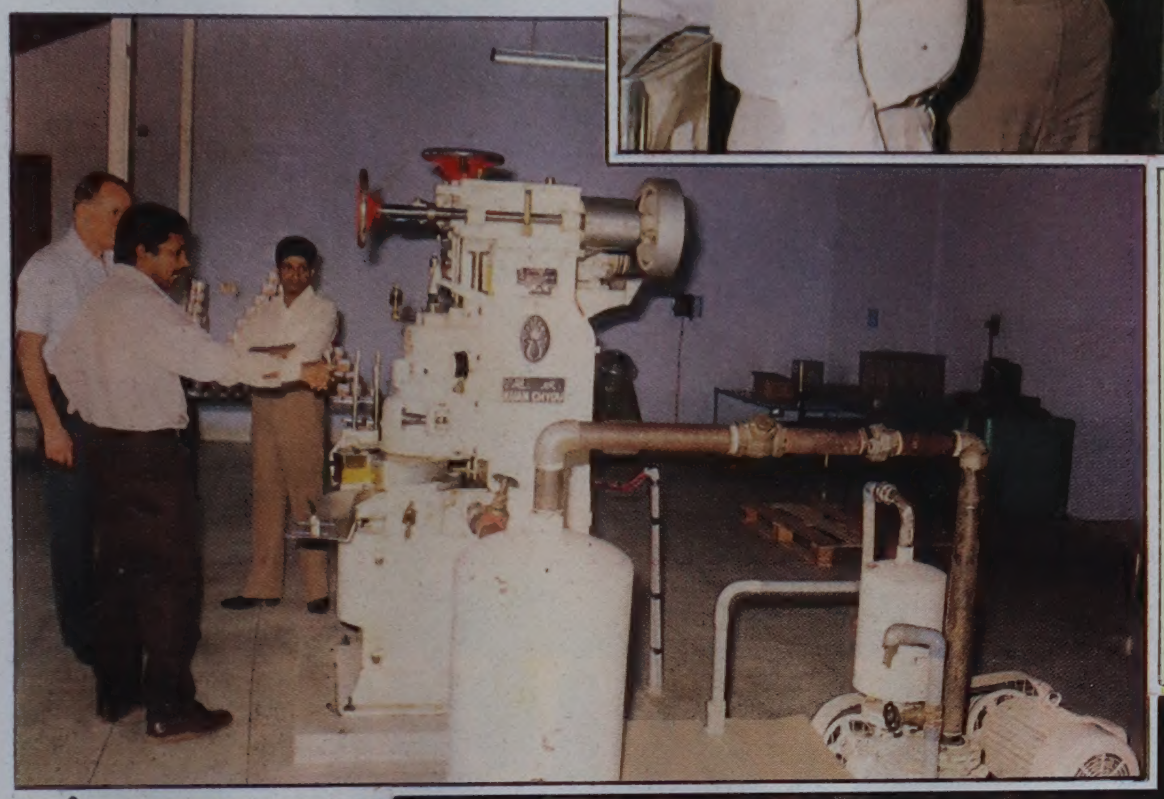
Mr Sullivan viewing the quality control procedures for cashew at the Export Inspection Agency, Cochin.

to evolve an alternative method of packaging of cashew kernels. Mr. Sullivan visited the Export Inspection Agency (the statutory body under the Government of India for quality inspection). The stringent norms and the meticulous quality inspection methods followed by the Agency left no doubt in his mind about the high quality of Indian cashew.

The AFI President also visited the Cochin Port Trust so that he could personally watch the stuffing of cashew cartons in containers.

The cashew interests here are confident that Mr. Sullivan's timely visit would open up new avenues in India's cashew exports. •

At the Indian Institute of Packaging, Bombay.



During the visit to a cashew factory.

View of audience at the open house meeting.

SUPPLIERS OF RAW CASHEWNUTS

FROM :

GUINEA BISSAU ■ TANZANIA ■ VIETNAM ■ MOZAMBIQUE
■ MADAGASCAR ■ BENIN ■ IVORY COAST ■ SENEGAL
■ INDONESIA ■ PHILIPINES ■ CAMBODIA ETC

At reasonable rates and flexible terms

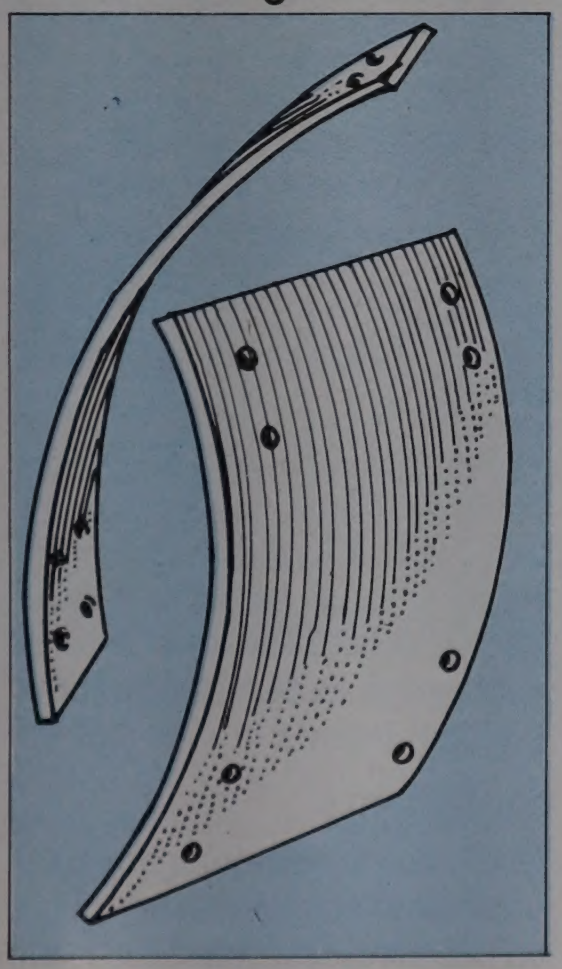
TRADIFI (FAR EAST) PTE LTD.
10 ANSON ROAD 28-13, INTERNATIONAL PLAZA SINGAPORE 0207
TEL : (065) 2273433 (065) 2279489 FAX : (065) 2227787 TLX : (087) 33240 TFISIN

CASHEWNUT SHELL LIQUID : The raw material of the future.

Great promise from India

In the search for newer, better and cheaper materials for the replacement of scarce and expensive petrochemicals, the world now looks for renewable resources. Cashew Nut Shell Liquid (CNSL) offers itself as a valuable raw material for unsaturated phenols. Described often as 'a versatile industrial raw material', CNSL has innumerable applications in polymer based industries such as friction linings, paints and varnishes, laminating resins, rubber compounding resins, cashew cements, polyurethane based polymers, surfactants, epoxy resins, foundry chemicals and intermediates for chemical industry. It offers much scope and varied opportunities for the development of even 'tailor-made' polymers.

Friction lining materials



Friction materials serve in a variety of ways to control the acceleration and deceleration of vehicles and machineries. Brakelinings and clutch facing based on CNSL resins have the property of absorbing the heat created by friction in the braking action while retaining their braking efficiency longer. Probably over 90% of the CNSL now imported into developed countries is processed into friction linings and clutch facings mainly because of its low 'fade' characteristics.

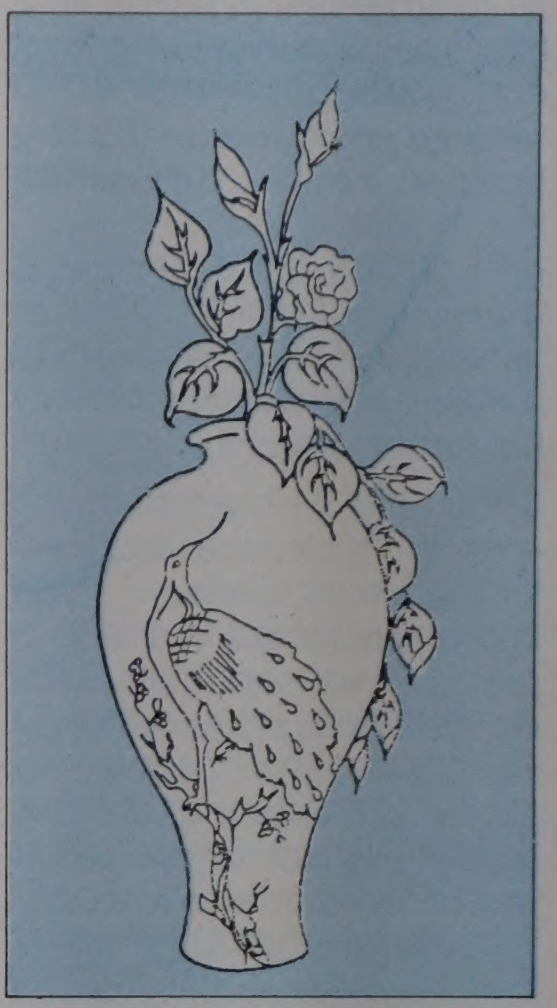
The process consists in making an aldehyde condensation product which is cured along with friction modifying additives and fillers. The advantage of cashew resins compared with synthetic phenolic resins, is that they produce a softer material which is more efficient for 'cold wear'. This covers temperatures upto 205°C which is the maximum likely to be generated in low speed automobiles. The cashew based friction materials again give a much quieter braking action, an important reason for their large scale use in all markets.

Surface coatings

Surface coatings are employed for decoration and/or protection of a surface from the environment. Paints and varnishes developed from CNSL offer properties superior to conventional oil or synthetic resin. It could be used for

— insulation
— protection
— decoration

A Japanese firm has made paints



of all possible colours from CNSL.

The Cashew Lacquer

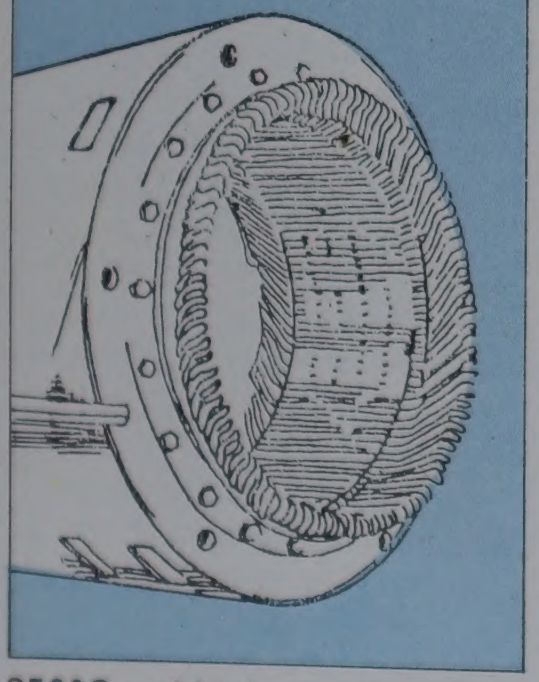
The lacquer developed from CNSL has optimum toughness and elasticity, excellent gloss and superfine adhesive qualities. The dried film of this lacquer is superior to ordinary oil paints in resistance against vegetable and mineral oils, greases, moisture and chemicals.

Insulating varnishes

The electrical industry needs large amounts of insulating varnishes. The varnishes made from CNSL have good film forming, heat-resistant, water repellent and electrical insulating properties and offers insulation as well as protection to electrical goods. This resin is used in large quantities in India. Made by condensing CNSL

with an alkyl orthoester, this resin can be used as such or after modification with cooking in drying oils. Thus, electrical windings impregnated with CNSL improves mechanical properties and the rate of heat dissipation. For this purpose, the electrical winding is impregnated with a composition containing condensation product of cardanol.

CNSL could be successfully employed in electrical insulation for conductors. Films, impregnations and moulded compositions made from CNSL are insoluble in petroleum spirits and oils, are impervious to water and moisture and can be successfully and repeatedly heated to temperatures above



250°C and higher, and cooled without lowering their dielectric value.

Cashew cements

Polymer based cements are now widely used because they

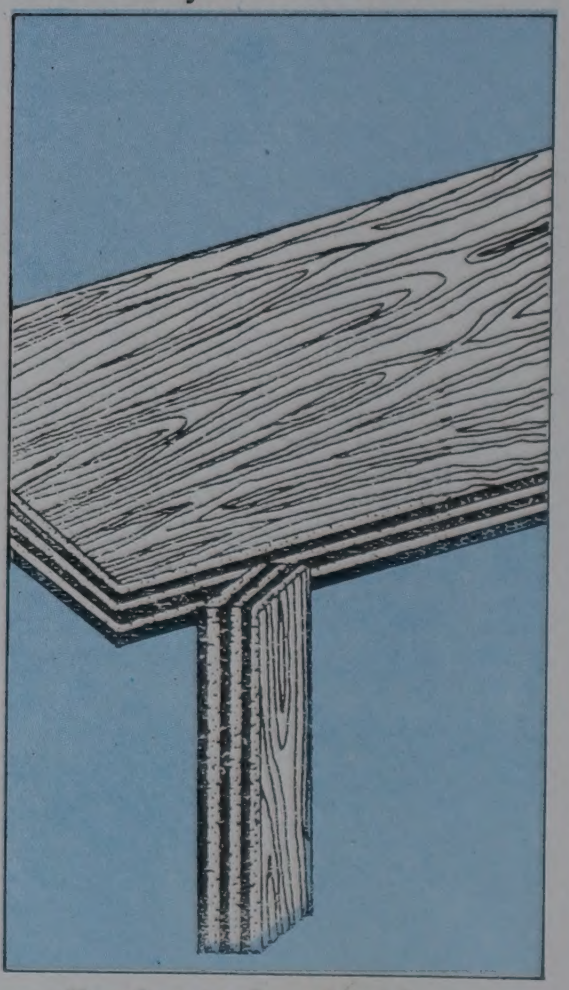
give good adhesion and are unaffected by most acids and alkalies. CNSL on condensation with formaldehyde gives a rubbery gel which can be used as a cement. This adheres well to porous brickwork, steel and carbon blocks and could be set by gentle heat or addition of curing agents. The cement has good resistance to acids and alkalies and is used for, cementing of floors which are subject to chemical attack.

CNSL based polyurethanes

Polyurethanes are a class of versatile polymers from which rubber, adhesives, foams and coatings are developed. Polyurethane adhesives, foams and coatings based on CNSL offer excellent characteristics and their technology is now available in India.

Composite Wood

The quality of plywood and similar wood based materials depend on the characteristics of the adhesive used in gluing them. CNSL based adhesives, for example, cashew aldehyde resins, cashew phenol glue, cashew xylol aldehyde adhesives and cashew glutern resins have admirable properties to meet the growing demand for quality and durability in timber and timber based products. CNSL also is ideal for improving the wood, in addition to strengthening plywood. Low grade species impregnated with the resin show remarkable up-grading of quality. Saw dust boards and chip boards showed excellent properties on treatment with CNSL based resins. Another new use for the cashew phenol-formaldehyde resin is in its



application to bamboo based building boards.

Surfactants

CNSL can be advantageously used for the manufacture of anionic and non-ionic surface

active agents. The anionic products are specially suited to high temperature processes like the kier boiling in textile industry. The non-ionic surface active agents obtained are very good emulsifiers for oil-in-water and water-in-oil systems. They are excellent levelling and dye dispersing agents. High boiling solvents and heat exchange media have been developed from the cashewnut shell liquid. These can be conveniently used upto 380°C. In addition to these products anion exchange resins from cashewnut shell liquid have also been developed and are being manufactured industrially.

Epoxy resins

Epoxy resins offer properties much superior to those of other polymers like polyester resins. Now a new process for obtaining these epoxy resins from CNSL-aldehyde condensed resins has been developed in India.

Being soluble in common solvents like solvent naphtha and benzene, the coatings are air drying and do not require any expensive hardner as in the conventional epoxy resins.

Foundry chemicals

Application of CNSL as foundry chemicals shows its versatility. It imparts good scratch hardness to sand cores after baking them and makes them resistant to water and weathering conditions and thus replaced linseed oil in the manufacture of foundry core oil which is used as binder in the foundries. Thus the core-binder and shell mould have been successfully developed and test proved. The latter especially is of significant importance to the production of sophisticated engineering goods.

Industrial chemicals and intermediates for chemical industry

CNSL forms the basic raw material for a vast number of industrially important chemicals and chemical intermediates. CNSL and its derivatives are used in the preparation of anti-oxidants, bactericides, fungicides, disinfectants, insecticides, dispersing and emulsifying agents, dyestuffs, etc.

SPECIFICATIONS

1) The revised specification of the Indian Standards Institution, New Delhi for untreated cashewnut shell liquid (IS: 840-1964)

Specific gravity 30°/30°C	0.950 to 0.970
Viscosity at 30°C, in centipoises	550
Moisture, percent by weight	1.0
Matter insoluble in toluene, per cent by weight	1.0
Loss in weight on heating, percent by weight	2.0
Ash, percent by weight	1.0
Iodine value	
a) Wij's method	250
b) Catalytic method	375
Polymerization	
a) Time in minutes	4
b) Viscosity at 30°C, in centipoises	30
c) Viscosity after acid washing at 30°C, in centipoises	200

Colour shall be not deeper than dark brown when viewed by transmitted light.

2) Specification for Treated Cashewnut Shell Liquid

The cashewnut shell liquid as extracted has a strong vesicant dermatatic action. Before this liquid is utilised for preparation of resins, it requires treatment to get rid of metallic impurities as well as traces of sulphur compounds. The liquid thus treated is known as Treated Cashewnut Shell Liquid'. The specification of treated cashewnut shell liquid is as follows :

Specific Gravity at 20°C/24°C	0.955-0.975
Viscosity at 25°C (max.)	800 cps
Iodine Value (min.)	240.00
Ash (max.)	1%
Moisture (max.)	0.5%
Acid Value (max.)	14

3) Specification for Cold Pressed Cashewnut Shell Liquid

Cashewnut shell liquid is also produced by the 'Cold Pressed' method in solvent extraction plant. The specification of this liquid is as follows :

Specific Gravity at 26°C	0.9668-1.0131
Refractive Index at 41.50°C	1.5158
Saponification number	106-119
Iodine number	270-296
Acid number	94-107

EXPORTERS OF CASHEWNUT SHELL LIQUID

Bola Raghavendra Kamath & Sons, Kukkundur 576 117, Karkala, S. Kanara.

Binod Cashew Corporation P.B. No. 110, Quilon 691 001.

Bhagyalaxmi Cashew Company, Krishna Nivas, Dhanalaxmi Compound, Kochupilamood, Quilon 691 001.

Century Cashew Products, P.B. No. 94, Quilon 691 001.

Gopinath Fish Exporting Co., (P) Ltd., NNC Compound, Vadakkevila P.O., Quilon 691 010.

Indian Nut Products, P.B. No. 53, Quilon 691 001.

Indian Resins & Polymers, P.B. No. 162, Quilon 691 001.

Jayan Cashew Exports P.B. No. 271, Quilon 691 001.

Kerala Nut Food Co., P.B. No. 80, Quilon 691 001.

K. Gopinathan Nair & Co., P.B.No. 101, Quilon 691 001.

K. Subraya Anantha Kamath & Sons, Adakathbail, Kasargod.

Laxmi Cashew Corporation. P.B. No. 48, Quilon.

Lakshman & Co., Kilikolloor, Quilon 691 004.

Mizar Govinda Annappa Pai and Sons, P.B. No. 108, Mangalore 575 001.

Mohans International, P.B. No. 286, Quilon 691 001.

Manoj Cashew Corporation, P.B. No. 232, Quilon 691 001.

Mohans Cashew Corporation, P.B. No 138, Quilon 691 001.

Mohans Export, P.B. No. 285, Quilon 691 001.

N. Sundareswaran, P.B.No. 43, Quilon 691 001.

Premier Cashew Industries, Vilakkudi P.O., Via. Kunnicode, Quilon District

The Kerala State Cashew Development Corporation Ltd., P.B. No. 13, Quilon 691 001.

Urban Stanislaus & Co., P.B.No. 12, Quilon-1.

Vijayalaxmi Cashew Company, P.B. No. 115, Quilon 691 001.

Western India Cashew Co., P.B. No. 75, Quilon 691 001.

Younus Cashew Industries Vadakkevila P.O., Quilon 691 010

GLOBAL COOPERATION IN CASHEW PROMOTION – NEED OF THE HOUR

More and more countries have begun taking a greater interest in the cultivation and processing of cashew, although India continues to be the world's single largest producer, processor, exporter and consumer.

Cashew consumption needs beefing up

Based on the raw cashew production figures 1991, it can reasonably be estimated that the 1992 world output of raw nuts would be around 800,000 tonnes. Assuming a recovery rate of 20%, the global production of cashew kernels in 1992 can be placed at around 176,000 tonnes. The global demand in 1992 for imported cashews can be projected at 110,000 tonnes, as against the 1990 figure of 100,000 tonnes.

Country-wise production of raw cashewnuts — 1991

India	:	300,000
Brazil	:	184,000
Indonesia	:	40,000
Vietnam	:	35,000
Nigeria	:	35,000
Mozambique	:	20,000
Tanzania	:	20,000
Costa Rica, Honduras, Venezuela, Guatemala & Panama	:	20,000
Guinea Bissau	:	15,000
Malaysia	:	15,000
Sri Lanka	:	10,000
Kenya	:	9,000
Ivory Coast	:	6,000
Philippines	:	5,000
Madagascar	:	4,500
Togoland	:	2,500
Benin	:	2,000
Australia	:	1,200
Total		734,000

The world scenario of demand for the supply of cashew presents a picture in which the consumption in importing countries has not increased the way it should have, whereas there has been a sizeable growth in domestic demand in the producing countries themselves, particularly India. For example, the total availability of raw nuts in India during 1992 was 400,000 (300,000 domestic production and 100,000 tonnes imports). Of the total recovery of 88,000 tonnes, 50,000 tonnes or thereabouts were exported.

Better price to the farmer

The scientific cultivation of any farm produce is expensive and cashew is no exception. The only way to sustain the farmer's interest in cashew cultivation is for the consuming and importing countries to offer them an attractive price ; otherwise the farmers will definitely tend to look elsewhere for a more remunerative crop.

Joint promotion needed

At the same time, serious efforts have to be made to increase cashew consumption worldwide. In the developed countries particularly, where the per capita income and purchasing power are extremely high, a systematic promotion programme is certain to raise cashew consumption levels. However, the promotional media in these countries are quite expensive and well beyond the means of producing

Mr T.K. Shahal Hassan Musaliar, Chairman, CEPC, delivering his speech at the IX World Tree Nut Congress at Athens, Greece.

countries to go about the promotional efforts all by themselves.

World cashew production is expected to double itself by the turn of the century. Therefore, it is high time that the entire international cashew interests — raw nut traders, processors, agents, brokers, importers and distributors — in the producing and consuming countries came together to mount joint promotional campaigns.

India, on her part, has already placed a suggestion for joint promotion programmes before the world cashew community. Broadly. the suggestion is that the Association of Food Industries (AFI),importers and exporters must contribute an agreed percentage of their export/import turnover for a promotion fund to be created for the purpose.

Special cashew promotion fund

In the producing countries, since there is stiff competition some measure of governmental presence may be necessary for collecting the contributions. This may be accomplished, for example in India's case, by designating some agency, like the Cashew Export Promotion Council, to be in charge of the fund. As for the importers, collection of the contributory fund may be left to industry associations like AFI, the Combined Edible Nut Trade Association and the Japan Nut Association.

The quality standards for both cashew kernels and packaging

At the INC — another view.

materials are becoming more and more stringent in the importing countries. Therefore, it is only sensible that the producers and exporters, in their own interest, fall in line with the importer's quality stipulations. In the case of India, though the Central Government has exempted cashew kernels from the purview of compulsory quality controls and pre-shipment inspection, almost all cashew exporters voluntarily subject their consignments to Inspection by the Export Inspection Agency (EIA) of the Government of India, for testing contamination and pesticide residue levels. CEPC publishes and distributes literature on quality requirements and conducts seminars to bring home to the producers and exporters the necessity for maintaining high levels of hygiene and acceptable packaging practices.

Packaging

On the basis of suggestions from some cashew importers, India is in the process of developing a new generation packaging system which is environment-friendly, chemically neutral and recyclable. The Indian Institute of Packaging, the country's premier packaging research institution, has already been commissioned to develop a new flexible packaging system for cashew kernels. India should soon be able to switch over to the new system of packaging.

United we stand....

Improvement of product and packaging quality by the producers and exporters of cashew and global cooperation from all segments of the industry — farmers, traders, processors, exporters, brokers, importers and distributors — should go a long way in raising the consumption levels so that a substantial portion of the imminent increased production can be absorbed.

(Based on a speech delivered by Shri. T.K. SHAHAL HASSAN MUSALIAR, Chairman, Cashew Export Promotion Council of India, at the IX World Tree Nut Congress held in Athens, Greece, on May 23, 1993.)

EXPORTS OF CASHEW KERNELS FROM INDIA

Commodity

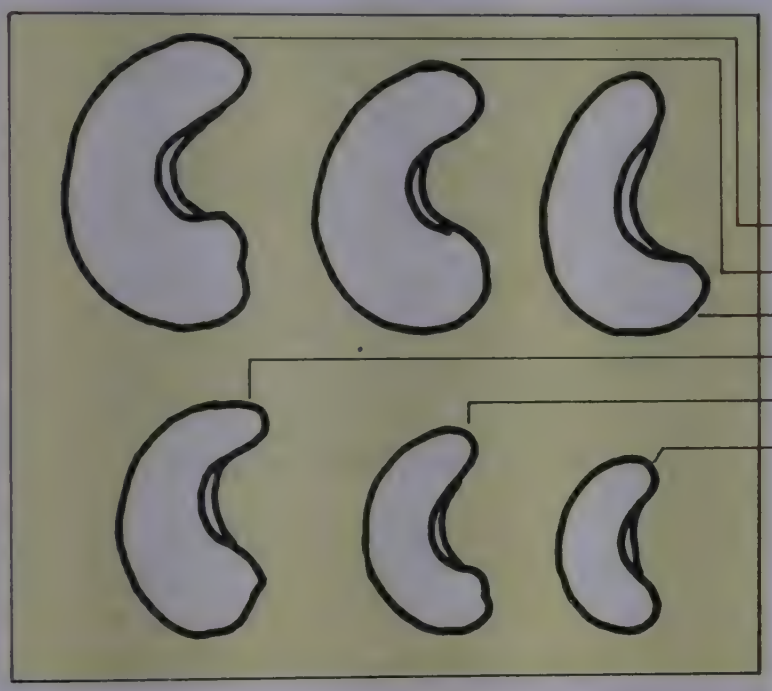
Indian Cashew Kernels : The Cashew Kernels shall be obtained through factory processing (roasting/steaming, shelling and peeling) cashewnuts *(Anacardium occidentale L).*

Specifications

Standard specifications for Indian Cashew Kernels for export have been laid down by the Government of India under the Export (Quality Control and Inspection) Act 1963. (The illustrated specification chart will be available from the Cashew Export Promotion Council of India, Cochin, on payment of Rs.100/- per copy).

Grades

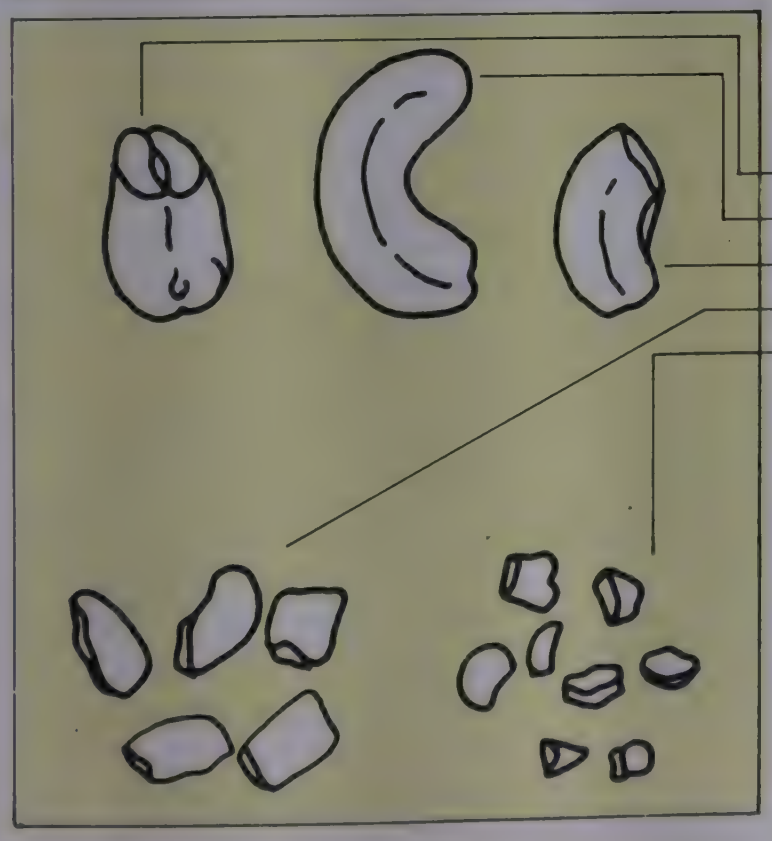
The Act prescribes 33 different grades of cashew kernels. Only 26 grades are commercially available and exported. They are :



WHOLES

White Wholes	Scorched Wholes
	SW
W 180	SW 180
W 210	SW 210
W 240	SW 240
W 320	SW 320
W 450	SW 450
W 500	SW 500

Dessert Wholes
S S W (Scorched Wholes Seconds)
D W (Dessert Wholes)



BROKENS

White Pieces

B	(Butts)
S	(Splits)
L W P	(Large White Pieces)
S W P	(Small White Pieces)
BB	(Baby Bits)

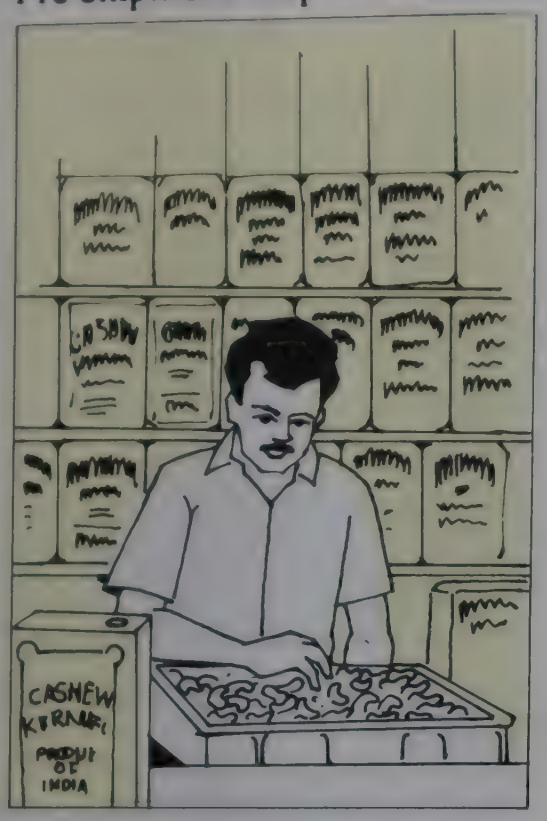
Scorched Pieces

SB	(Scorched Butts)
SS	(Scorched Splits)
SP	(Scorched Pieces)
SSP	(Scorched Small Pieces)

Dessert Pieces

SPS (Scorched Pieces Seconds)
DP (Dessert Pieces)

Quality Control and Pre-shipment Inspection

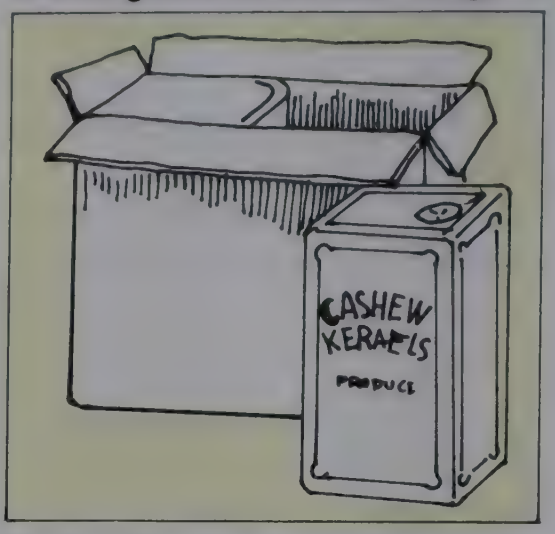


Exports of Cashew Kernels from India are subject to voluntary quality control and pre-shipment inspection. Inspection of cashews is being conducted under the consignment-wise inspection. It is ensured that the product is processed and packed as per the standards prescribed by drawing samples from finished product.

Each tin in an export consignment shall be affixed with proper grade designation label obtained from the Export Inspection Agency, an official body under the Ministry of Commerce, supervising the Quality Control Scheme. The Agency will inspect each export consignment for quality and accuracy in weighment and after inspection if the Agency is satisfied that cashew kernels conform to the prescribed standards and specifications, certificate of export worthiness is issued.

Export of roasted and salted cashew kernels is also subject to Quality Control and Pre-shipment Inspection Scheme. Minimum requirements of raw material, preparation of the product, handling of cooking utensils and accepted levels of chemical analysis of the product, labelling, packing and sealing etc. have been prescribed for its export.

Packing and Standard Weight



Cashew Kernels in bulk are packed in four gallon prime tins with a net weight of 11.34 kg. in each tin. The filled tins are then vacuumised and filled with Carbon-di-oxide gas and sealed. Two such tins of the same grade are packed in a carton for export. The net weight of a carton is thus 22.68 kg. (50 lbs). Some manufacturers also pack in tins of 10 kgs net to certain markets to suit the requirements of buyers.

Shipping Specifications

The overall dimensions of a carton are about :

Length	: 490 mm
Breadth	: 240 mm
Height	: 350 mm
Overall volume	: 0.041 Cu.M/Carton.

Cashew shipments from India are mainly in containers of size 20 ft. which will carry about 650/680 cartons. Offer for less than container load may also be accepted.

Freight is charged per Cubic Metre (Volume basis). Freight for full container load is fixed. It is more economical than freight for part container load (LCL).

Contract Terms

1. Contracts are normally made on FOB or C&F basis.
2. Pricing in international trade in cashew is in U.S. Dollars per lb. Quotation in other currencies will be available on request.
3. Business in cashew is done on an offer and acceptance basis by telephone, telex or cable, since the prices are subject to frequent fluctuations.
4. Insurance is on account of the buyer.
5. At the time of contract, the shipment month, grade and prices are to be clearly indicated. Sometimes shippers offer for shipments up to six months in advance.
6. Payment is usually ensured by 100% irrevocable Letter of Credit in favour of the shipper through his bank. The LC is opened immediately on execution of contract or one month prior to shipment.

7. Standard documents like commercial invoice, certificate of origin, quality and weight certificates issued by the Export Inspection Agency are provided.

Other Information

There are regular shipping facilities from India to all ports of the world. Major shipments in India take place through Cochin Port. Other ports are Tuticorin, Mangalore, Madras and Bombay.

Container ships with high frequency are available from Indian ports on India-USA, India-UK/Continent, India-Australia, India-Japan, India-Middle East and India-Singapore routes.

Members of the Cashew Export Promotion Council of India, who are manufacturers and exporters of cashew kernels are the major sources for cashews from India. (List of Members is available with the Council and will be supplied on request.)

Indian cashews are available with prominent importers in USA, Canada, U.K., and other EEC Countries, Japan, Dubai, Singapore, and Australia.

India is the largest producer and exporter of Cashew Kernels in the world. Nearly 50 per cent of the world export of cashew kernels is accounted for by India. Indian cashews are consumed in as many as 40 countries all over the world, the major markets being the United States, Soviet Union, the United Kingdom, Japan, the Netherlands, Australia, Canada, Fed. Rep. of Germany, Hong Kong, Singapore, New Zealand and Middle East countries. Indian cashew kernel is also acclaimed for its better quality, appearance and taste.

FINCK-JONES-LIBBY Co. Inc.

ESTABLISHED 1913

1615 NORTHERN BOULEVARD

MANHASSET, NEW YORK 11030

Cable Address: "LIBFINC" New York Telex: 275884 (FJL UR) Fax: (516)-365-8048

IMPORT AGENTS

REPRESENTING SHIPPERS OF

CASHEWS-ALMONDS-FILBERTS-BRAZIL NUTS

WALNUTS-PISTACHIOS-PIGNOLIAS

MACADAMIA NUTS AND OTHER FOODS

OVER A HALF CENTURY OF RELIABILITY

CASH IN ₹ N £UR CASHEWS

K.P.P.

ASIATIC EXPORT ENTERPRISES
PARAMESHWAR CASHEW COMPANY
QUILON EXPORT ENTERPRISES
MALAYALAM EXPORT ENTERPRISES

Cashew Exporters & Importers

Quilon 691 004, Kerala, India.
Tel : (474) 77321, 77314, 77651.
Fax : (474) 77230. Telex : (886) 214 AEE IN
Cable : "ENTERPRISE' Quilon

The Best Cashewnuts In The World.
Enough Said.

INDIAN CASHEWS STEAL THE SHOW WORLDWIDE

The Indian Ambassador to France, Mr C.V. Ranganathan at the CEPC stall at SIAL, Paris.

• SIAL International Food Products Exhibition, Paris, France.

Indian cashew proved to be the star attraction at the 15th SIAL International Food Products Exhibition held at Paris from October 25 to 29, 1992.

The Cashew Export Promotion Council had put up an attractive stall at the SIAL Exhibition. It displayed Indian Cashew nuts in its varied forms — raw and roasted kernels, borma kernels, etc. Also displayed were a wide range of branded kernels (Roasted and salted) in consumer packs. There was free sampling of plain, roasted and salted cashews which attracted large and enthusiastic participation.

IV Gulf Food & Equipment Exhibition, Dubai, UAE.

The Council participated in the IV Gulf Food & Equipment Exhibition the Salon Culinaire held at Dubai, UAE, from 10th to 14th Jan. 1993.

The event was a milestone for Indian cashew because it was the first time that the Council participated in a food exhibition in West Asia.

UAE imports different grades of cashew kernels mainly from India and Sri Lanka. Because of the well-recognised superiority of Indian cashews — in taste, freshness and quality — India has a definite edge in this important market, in spite of the fact that the Sri Lankan cashews are slightly larger in size.

Gulf food Dubai

The CEPC stall at the Foodex 93, Tokyo, Japan.

Foodex 93, Tokyo, Japan.

CEPC was a highly visible entity at the Foodex 93, Asia's largest annual trade show exclusively for food and beverages. More than 1000 organisations from 40 countries participated in this exhibition.

India has the unique distinction of being the largest supplier of cashew to the Japanese edible nut market. India accounted for 40% of Japanese cashew imports in 1992.

Quite a number of visitors showed a keen interest in Indian cashews in consumer packs. The high-cost White Wholes proved a big draw. There were several trade enquiries for marketing packaged cashews in Japan.

Second World Spice Congress Exhibition, Goa, India.

The Council, jointly with Bestnut Corporation, Madras, and Rajmohan Exports, Quilon (who are well-known exporters of roasted and salted cashews in consumer packs), participated in the Second World Spice Congress Exhibition held at Goa, between November 5 and 7, 1992.

Apart from raw nuts roasted and salted cashews in consumer packs, the Council's stall displayed 14 different varieties of cashew kernels. There were a number of trade enquiries for Indian cashew, particularly the roasted and salted varieties.

The event proved to be a rare opportunity to enhance the international exposure to the Indian cashew industry. The Council could also share views with food/flavour importers and consumers of Indian cashews abroad. ●

RAW NUT MISSION VISITS FAR EAST

For the past few years, India has been facing heavy shortages in the production of cashew nuts, making the indigenous processing plants under utilized. Meanwhile, certain Far East countries have emerged as important producers of raw nuts with exportable surplus.

In August 1992, the Cashew Export Promotion Council, sponsored a Raw Nut Buying Mission to some of these countries to source new raw nut producers. The Mission covered Singapore, Jakarta, Surabaya, Ujung Pandung, Ho Chi Minh City and Manila.

In Indonesia, the Mission was invited to explore the possibility of equity participation in joint ventures for cashew cultivation. The quality aspects of new nuts and the problems and prospects of export to India were also discussed.

In Vietnam, the discussions with the farmers focussed on improving and modernising the cashew planting techniques and export of quality raw nuts. Bottlenecks in shipping, lack of direct banking channels, non-availability of credit facilities and quality aspects like high moisture content in raw nuts were also discussed.

Though not a producer of raw cashewnuts, Singapore came on the itinerary because of its importance as an entrepot in the procurement and distribution of raw nuts produced by different countries. ●

CASHEW FRICTION DUST

Brake linings & Clutch Facings play an important role in the Road Transport Industry. They help in minimising the accidents and loss of material and man power. In their manufacture additives both organic and inorganic are added to decrease the loss of friction of the brake linings particularly at higher temperatures. Among the organic additives added, the resins based on phenol play an important role. The Cashew Friction Dust is one such material which is preferred for the manufacture of Brakelinings & Clutch facings because of increased hardness, toughness and high resistance to chemicals and temperature.

Description

A free flowing granular material derived from Cashew Nut Shell Liquid.

Colour

Dark Brown.

PROPERTIES						
SCREEN ANALYSIS	COARSE			FINE		
ASTM	20	Max.	5%	35	Max.	5%
	40		45-55%	45		10-30%
	100		40-60%	60		10-30%
	-100 (PAN)	Max.	15%	100		10-30%
				-100 (PAN)		30-60%
Aceton Extract (Wt.%)		Max.	5%		Max.	5%
Volatile loss (Wt..%) @ 163 Degree C.		Max.	3%		Max.	3%
Ash Contents (Wt.%)		Max.	3%		Max.	3%
Moisture contents (Wt.%)		Max.	1%		Max.	1%

NOTE : Friction Dust can also be manufactured as per customer's specification.

KANAKA and DHANA
Two new high–yielding hybrid varieties of cashew released

'Kanaka' and 'Dhana', the two newly developed high-yielding hybrid varieties of cashew were officially released in February 1993. These two varieties are the result of twenty years of R&D effort by the Cashew Research Station at Madakkathara, Kerala.

Both the 'Kanaka' and 'Dhana' nuts are larger in size. The percentage of kernel recovery is also very high. The average yield from a 'Kanaka' tree is 12.60 Kg and the kernel output is 400 gm per kg. In the conventional varieties, the kernel recovery ranges from 200 to 300 gm per kg. The 'Kanaka' tree has a distinct advantage in that it flowers early. Early flowering and fruition produce superior quality nuts and fetch a higher price.

'Dhana' is also a larger nut with an average kernel weight of 9.6 gm.

EXPORTER'S PROFILE

MR BABU OOMMEN

ALPHONSA CASHEW INDUSTRIES

Manufacturers, Exporters and Importers.

Puthoor PO, 691 507, via Quilon
Tel : 0475-795-579 Fax : 0475-795-641

Alphonsa Cashew Industries is a shining example of how commitment to quality and respect for contractual obligations can bring a company into international limelight. In a short span of operations, Alphonsa has achieved much and has plenty to be proud of.

Alphonsa was established in 1986, with Mr. Babu Oommen as its sole proprietor. Though a member of the renowned St.Mary's group of companies, Alphonsa retains its individuality as an independent entity.

The company has an obsessive concern for hygiene and quality. Nothing short of the best and internationally acceptable ever leaves the factory. This preoccupation with excellence is evident in every facet of its operations....from procurement of raw nuts, cleaning, processing, grading and right up to packing and shipping.

Naturally, the world was quick to take notice of the presence of a winner. Today, Alphonsa is one of the most sought-after names in the international cashew community.

The fact that during 1991-92, the company exported 20,000 cartons of cashew kernels netting Rs.70 million, clearly shows that the company is doing very well for itself.

Even as it consolidates and expands its global position in the bulk export of cashews, the company is in the process of making determined forays into pastures new. Major diversification programmes are under way. To start with, it plans to internationally market cashew kernels in consumer packs. Soon, the ALPHONSA'S range of roasted, salted and plain cashews will hit the supermarket shelves the world over. Its impressive performance in the bulk export of cashews and its solid reputation for quality and reliability, should stand the company in good stead in the discerning overseas cashew markets for consumer packs.

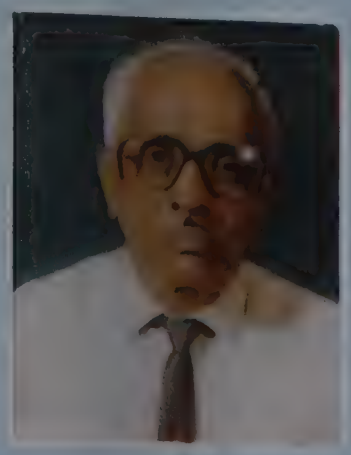
Mr. Babu Oommen's frequent world tours and his systematic export promotion efforts should augur well for the company in the years to come.

EXPORTER'S PROFILE

PALADKA CASHEW INDUSTRIES

Manufacturers & Exporters of Cashew Kernels.

Salmar, Karkala, D.K. 574 104 Tel : Off : 08258, 6227
Factory : 08258-6527 Grams & Cables : 'PALADKA'



MR YESHAVANTHA PAI

Paladka Cashew Industries was established in 1982 by a family which has been in the cashew industry and trade for the past 50 years. The new venture was thus seen as a natural extension of the family's vast and varied experience spanning a half century.

From modest beginnings with a capacity of eight bags of processed cashew per day, the company's processing capacity has grown to an impressive daily output of 25-30 bags.

Many people have been involved in the success of Paladka. But one person who deserves special mention is Mr. Yeshavantha Pai, Managing Partner. A leading personality in Mangalore District, Mr. Yeshavantha Pai has been instrumental in the growth, progress and development of the company and its business operations. He is also an active social worker and has a commendable political background. His fine business acumen has helped the company command a sound reputation in the cashew market.

Paladka which had concentrated solely on the Indian market till 1989, started exporting their processed cashew to various countries by the end of 1991. In 1992, the company exported cashews worth Rs. 75 million.

Paladka is a member of the Kanara Chamber of Commerce and Industry and the prestigious Mangalore Cashew Manufacturers Association. The company is represented at both these Associations by Mr. Yeshavantha Pai.

The company now has very definite future plans. One of them is to set up another export unit as soon as possible. After this project is realized, Paladka expects to achieve an export target of Rs. 10 million to start with. •

YOU NEED RAW CASHEW...

TECO FINANCE EXPORT LEADING SHIPPER

FROM WEST AFRICA IS SUPPLYING 5000 T PER YEAR

TO CHINA AND INDIA SINCE 1983

- BECAUSE WE KNOW WHAT IS A CASHEW TREE
- BECAUSE WE KNOW WHAT IS A CASHEW SEED

TRUST IN

TECO FINANCE EXPORT

22 RUE VIOLET
75015 PARIS, FRANCE

TELEX	:	206 479 TECO
TEL	:	33 1 45 78 92 91
FAX	:	33 1 45 77 00 69

CALL NOW TO INQUIRE

EXPORTER'S PROFILE

MR A SASIKANT

RAJMOHAN EXPORTS

Importers ☐ Processors ☐ Exporters

NNC Estates, Vadakkevila PO,
Quilon 691 010. Phone : 0474-79336, 75142, 72421.
Tlx : 886-272 JRMP IN. Fax : (91) 474-75740

Headed by Mr. A. Sasikant, Rajmohan Exports, which is a member of the KJP Group, has a successful track record in the area of cashew processing.

The KJP Group, spearheaded by Mr Rajmohan Pillai, is a major corporate force based in Kerala with six operating offices in the country, and international offices at Rotterdam, the Netherlands, Singapore and London. The Group has modern integrated cashew processing units in Tamil Nadu, Kerala, Orissa and Andhra Pradesh, which are engaged in procurement, processing and export of cashewnuts and cashew apples.

The company's roasted and salted cashewnuts in consumer packs are exported under the brand name 'NUTKING'. Packed in tin cans using imported machines, 'NUTKING' matches any international brand in quality standards.

The company plans to put to commercial use cashew apple by extracting its juice and turning it into a carbonated drink which is free from the astringency of the original fruit. It contains no synthetic flavours and is a healthy soft drink.

The Group has set up the KJP Research Foundation under which is the KJP Institute of Horticulture Research. The Institute develops improved methods of cultivating cashew and other products including orchids and anthuriums. This Research Foundation also undertakes specialised work on improvement of the cashew crop, pest control, processing etc. At the helm of this fast-growing Foundation is a Governing Council consisting of reputed personalities in the field of agricultural research, like Dr. Amala and Dr. Balakrishnan.

Some of the KJP Group companies also operate in the area of shipping through a fleet of large barges.

Years of experience in the industry, competence with which the Group meets challenges, a professional team of managers and a dedicated workforce... all contribute considerably to its success, helping it become a formidable corporate force.

EXPORTER'S PROFILE

URBAN STANISLAUS & COMPANY

Development Plot. Mundakkal West P.O. Box No. 12, Quilon-691 001
Tel : 0474-77811, 77962, 75733, 79611 Tlx : 0886-222 (A/B AURO)
Fax : 0474-79611. Telegrams & Cables : 'AURORA'

MR VICTOR OLAV FERNANDES

Urban Stanislaus & Co. was founded in 1944 by the late Mr. Urban Stanislaus M. Fernandes. In 1987 the stewardship of the company and its subsidiaries were taken over by his son, Mr. Victor Olav Fernandes.

Mr. Olav Fernandes, who had been groomed from a young age to eventually steer the company, joined it after his graduation in 1976. In the beginning, he looked after the procurement of raw nuts for the Group and later took charge of the entire affairs of the company.

Mr. Olav Fernandes also looks after Urbans Industrial Company which is one of the pioneers and leaders in the manufacture of corrugated boxes in Kerala. He is also the Director of Urban Stanislaus Foods Pvt. Ltd. which was recently incorporated for processing of edible nuts.

Apart from being one of the leading exporters of cashew in bulk, the House of Urbans is also a pioneer-leader in the export of roasted and salted cashews in consumer packs. Its roasted and salted cashews under the brand name 'URBANS' are well-known for their quality and flavour.

In 1980, Victor Olav Corporation was formed to meet the expanding trade needs of the Urban Group with Mr. Olav Fernandes as its proprietor. Both Urban Stanislaus and Company and Victor Olav Corporation are well-established names in the world cashew market. They are regular exporters to countries like USA, USSR, Australia, Japan, Germany and East Bloc countries.

In 1991-92, Urban Stanislaus and Co., and Victor Olav Corporation together exported 8500 cases of cashew valued at Rs. 28 million. Its indigenous sale of 15000 cases of roasted and salted cashews amounted to Rs. 41 million.

URBAN has participated in a number of international exhibitions and fairs within India and abroad, including the prestigious IKOFA and SIAL exhibitions in Europe.

Mr. Olav Fernandes has visited several countries for the export promotion of cashew kernels, cashewnut shell liquid and roasted and salted cashews in consumer packs. He is presently the Hon. Assistant Secretary of the Indian Cashew Exporters Association.

RECIPES

CHINESE VEGETABLE

Time 25 min. To serve 2

INGREDIENTS

- *50 gms Roasted Indian cashewnuts (wholes)*
- *75 gms Sliced cabbage*
- *75 gms Sliced carrot*
- *75 gms Cubes of cauliflower*
- *25 gms Bamboo shoots (sliced)*
- *5 gms Mushroom (sliced)*
- *25 gms Black mushroom (sliced)*
- *½ tbsp. Brown soya sauce*
- *½ tbsp. Black soya sauce*
- *10 gms Long spring onion (diced)*
- *5 gms Ginger (sliced)*
- *4 pods Garlic (sliced)*
- *4 tbsp. Vegetable stock*
- *Sugar a pinch*
- *Ajinomotto a pinch*
- *1 tbsp. Liquid cornflour*
- *Salt, to taste, Oil, to fry.*

METHOD

Par-boil the vegetable, green pepper and drain. Heat oil in a pan and drop the vegetables and green pepper and drain immediately (within sec.). Saute ginger and garlic in a wok and add vegetables to it along with spring onions. Saute for a while, add stock, black soya sauce, brown soya sauce, ajinomotto, sugar and salt to taste. Bring this to boil. Add liquid cornflour to thicken. Mix in half the quantity of cashewnuts. Remove from fire. Dress with remaining quantity of cashewnuts. Serve hot.

FUDGE

Time 45 min. To serve 4-6

INGREDIENTS

- *50 gms Indian cashewnuts (Wholes)*
- *150 gms Indian cashewnuts (chopped/pieces)*
- *1 cup Sweetened condensed milk*
- *3 tsp. Flour.*

METHOD

Place all the ingredients except cashewnut wholes in a heavy-based saucepan, stir until well combined. Cook over low heat, stirring frequently, until mixture is very thick and comes away from the sides of the pan and forms a ball. Remove pan from heat and spoon condensed milk mixture into a lightly greased 20 x 13 cm cake tin, pressing down to give even thickness. Garnish with cashewnut wholes. Refrigerate until firm. Serve.

RECIPES

KUNG-PO-PORK

Time 15 min. To serve 4

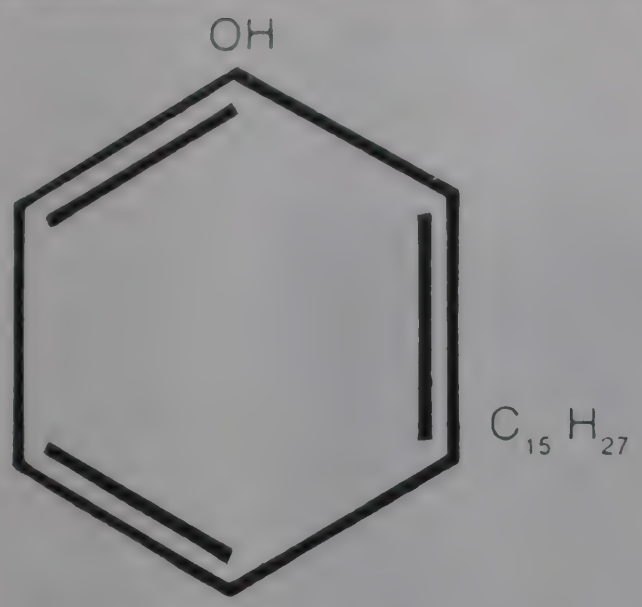
INGREDIENTS

250 gms pork
100 gms Roasted Indian cashewnuts (wholes)
1 Egg
5 gms Ajinomotto
2 tsp Cornflour
2 tbsp Black Soya sauce
1 tbsp Brown Soya sauce
1 nos. Red dry chilly (slit)
15 gms Long spring onion (sliced)
4 gms Ginger (chopped)
5 pods Garlic (chopped)
½ tsp Sugar
1 tbsp Chilli oil
1 tsp Brown vinegar
Comflour for thickening
2 cups Vegetable stock, Salt, to taste, Oil, to fry.

METHOD

Cut the pork into cubes and marinate with salt, a pinch of ajinomotto, egg and cornflour. Deep fat fry and remove. Saute chopped ginger and garlic along with red chilli, spring onion and add in fried pork. Put soya sauce, brown soya sauce, sugar, remaining ajinomotto, chilli oil and stock water. Let it boil for thirty seconds and thicken with cornflour. Finally add vinegar and remove. Serve with whole cashewnuts distributed over the pork.

WORLD CLASS QUALITY PRODUCTS



CARDANOL
(CASHEW PHENOL)

For the Manufacturers of:

- MARINE PAINTS
- ELECTRICAL INSULATING & IMPRIGNATING VARNISHES
- CURING AGENTS FOR EPOXY RESINS
- PHENOLIC RESINS for Laminates, Plywood, Sandcoating, Industrial Moulding Powders, And Brakelining.

Advantages of **CARDANOL**

- UPGRADES QUALITY
- EXCELLENT WATER & CHEMICAL RESISTANCE
- BETTER ANTI CORROSIVE PROPERTIES
- SUITABLE FOR LIGHTER SHADES
- HIGHER ELECTRICAL RESISTANCE

FRICTION DUST
For Brakelinings / Pads & Clutch facings

NO MORE

* Termites
* Fungus
* Dampness

Plykot
THE WOOD PROTECTOR

WATER REPELLENT

Saves Cost On
Wood Primer

MEC CHEMICALS

MANUFACTURERS AND EXPORTERS

Mercury Engineering Co.

(Chemical Division)

4 - 1 - 885, Tilak Road, Hyderabad - 1, INDIA
Phone : 233490, 230384, 233406, 241382, Cable : MERCURY Telex : 0425 - 2139 MRPL - IN, Fax : 0842 - 241908

RECIPES

PRAWN CELERY

Time 25 min. To serve2

INGREDIENTS

- *200 gms Medium Sized Prawns*
- *50 gms Roasted Indian cashewnuts (wholes)*
- *1 Egg*
- *5 gms Onions*
- *5 gms Green pepper*
- *10 gms Cucumber*
- *5 gms Green peas*
- *5 gms Celery*
- *2 tsp Cornflour*
- *3 gms Ginger (chopped)*
- *3 pods Garlic (chopped)*
- *1 tsp Chilli paste*
- *1 tsp Soya sauce*
- *1 tsp Brown soya sauce*
- *1 tsp Chilli oil*
- *10 gms Spring onions*
- *Sugar a pinch,*
- *Ajinomotto a pinch.*
- *½ cup Vegetable stock, oil, to fry, Salt, to taste.*

METHOD

Cut the prawn into cubes and marinate with egg, salt, a pinch of ajinomotto, cornflour and a little oil. Deep fry. Keep it in a strainer and drain. Cut the onions, green pepper, cucumber and celery into cubes. Saute ginger and garlic along with chilli paste. Add little stock, soya sauce, brown soya sauce, a pinch of sugar, prawn and vegetables including the peas. Simmer it for a while in the wok and remove adding spring onions and a dash of chilli oil and cashews. Serve hot.

More routes
More often
More time to work

KLM now flies into Europe everyday of the week. From Bombay: Tuesday, Thursday and Saturday
From Delhi: Monday, Wednesday, Friday and Sunday.

KLM now has more routes, more frequent flights, and more convenient scheduling. Plus faster transfers and better connections in and out of Amsterdam Airport Schiphol, the Gateway to Europe.

Expect more from KLM as we continue to meet your expectations.

More details? Call KLM in South India at Madras 8284427 Coimbatore 212230, Bangalore 268703, Mangalore 420420, Hyderabad 237350, Cochin 360997 and Trivandrum 77531 or your nearest KLM office.

Test us, try us, fly us.

The Reliable Airline

KLM
Royal Dutch Airlines

CARDANOL
(CASHEW PHENOL)

Cardanol Specification and Applications

Cardanol is a naturally occuring Phenol manufactured from Cashew Nut Shell Liquid. It is a monohydroxyl Phenol having a long hydrocarbon chain ($C_{15}H_{27}$) in the meta position.

The products obtained from Cardanol have many advantages over those manufactured from other substituted Phenols. It is therefore widely used in the manufacture of Surface Coatings, Insulating Varnishes, Oil and Alcohol soluble resins, Laminating resins, Rubber compounding, Azo dyes, etc. etc.,

The components of commercial Cardanol differs in the degree of unsaturation of the side chain but for all practical purpose it can be represented by the following formula.

$C_6H_4(OH) - (CH_2) - CH = CH - CH_2 - CH = (CH_2)_2 - CH_2$

The average unsaturation of about two double bonds in the side chain of the Cardanol molecules makes cross linking easy and give a satisfactory gradual drying and baking properties to paints prepared from it. Because of its peculiar structure Cardanol varnishes have high electric Insulation, greater resistance to water Chemicals and also good flexibility. The long hydrocarbon side chain imparts to Cardanol aldehyde condensate greater solubility in drying Oils such as linseed DCO, or tung Oil and aliphatic hydrocarbons.

The following are some of the suggested applications of Cardanol

Oil Soluble Resins

The long meta substitutes hydrocarbon chain of Cardanol imparts to resins prepared from it easy solubility in drying oils and superior electrical insulation, and resistance to water and Chemicals. Both solid and semisolid type resol or novolac resins could be manufactured from Cardanol depending upon the nature of catalyst and aldehyde used.

Electrical Insulating & Impregnating Varnishes.

Cardanol resin Varnishes have good electrical insulating properties and resistance against water and chemicals. They give superior quality Stamping Varnishes. Because of their high insulation and low dielectric losses, their varnishes are preferred to compositions based on usual Phenol such as Cresol or substituted phenols.

Surface Coatings and Paints

Cardanol resin Varnishes in addition to water and Chemical resistance have good air drying

S.No.	PARTICULARS	GRADE-1	SPECIAL GRADE
1.	Structural Formula	OH $C_6H_4C_{15}H_{27}$	OH $C_6H_4C_{15}H_{27}$
2.	Density	0.9272-0.9350	0.9272-0.9350
3.	Viscosity at 30°C	55.65 (CP)	52.58 (CP)
4.	Melting Point (Less than)	50°C	50°C
5.	Volatiles Maximum as per IS 101-1964	3%	3%
6.	Ash Contents	Negligible	Negligible
7.	Iodine Value IS 840-1964 (Catalytic Method)	Min 301	Min 325
8.	Acid Value	Max 5	Max 5
9.	Hydroxyl Value	180-190	180-190
10.	Colour Gardener (Freshly Distilled)	Light Brown	Pale Straw

and baking properties. These compositions are suitable for wood finishes, food can lacquers, textile bobbins and high quality paints. Stoving paints can be prepared which could be baked at 60°C. The cardanol based resins have good compatibility with other synthetic resins such as alkyds, epoxies chlorinated rubber, Phenolic etc., and can serve as a raw material for variety of paints.

Lamination Industry

By partly replacing the Phenol or Cresol in the alcohol soluble resins used for Lamination one could prepare resins which imparts greater flexibility resistance to Chemical and water, and superior electrical insulation to the lamination sheets.

Surface Active Agent

Sulphonated ether of Cardanol has been found to be excellent wetting agent and finds use in textile Industry, ethoxylated tetrahydrocardanol Sulphonate performs better at high temperature than the detergents based on dodoeyl benzene.

Pesticides

Chlorinated Cardanol is reported to have good insecticidal, pesticidal and germicidal properties. Cardanol Formaldehyde resin is also used as a solvent for well known pesticides such as pyrethrin and rotanes. Paranitro tetrahydro cardanol finds use as a coupling compound in sprayable pesticides such as parathion.

Rubber compoundings

Oil soluble Cardanol resins are used in rubber compounding. They impart high tear strength and resistance against petroleum based solvents. Pure Cardanol acts as a deoxidant and plasticizer when incorporated in rubber. Its ethers are also used as plasticizers for synthetic rubber to reduce the shore hardness and improve the ageing properties.

Azo Dyes

3 pentadecyl phenol and sulphonated products of Cardanol are being used as intermediates for AZO Dyes.

Wax substitutes

Waxing solids with high melting points could be prepared from Cardanol resins and suitable amide such as stearamide. When 3 pentadecyl phenol is reacted with 1:4 dicholorobutane a wax with a melting point of 90/93°C is obtained. These waxes are comparatively cheaper and compatible with other waxes such as bees wax, carnauba wax, paraffin wax etc. etc.,

Mineral Oil additives

Mineral Oil additives based on amino Cardanol ethers of hydrogenated cardanol and salts of its sulphonated ethers are found to improve the viscosity index of mineral oil, inhibit sludge formation and antioxidant properties.

Adhesives

Adhesives and Acid resistant cements can be prepared from Cardanol or its derivatives. These have good adhesion to metal as well as cement surfaces.

Adhesives for Plywood

Adhesives based on Cardanol Resins give superior water resistance and bonding properties to the plywood.

Food Can Lacquers

Excellent food can Lacquers could be prepared by reacting Cardanol resins with vinyl monomers. These lacquers give golden yellow films, which would need air drying or baking.

Brakelinings and Clutch Facings

An excellent quality of Friction dust could be prepared from Cardanol which finds use in brakelinings and clutch facings.

CASHEW OUTPUT LEVEL FIXED AT 700,000 tonnes.

The Union Government has proposed to achieve a production level of 700,000 tonnes of raw cashews, the third highest foreign exchange earning agricultural produce, by the turn of the century.

India had produced 349,000 tonnes of raw cashew from 539,000 hectares in 1992-93, of which 57,000 tonnes of Cashew Kernels and CNSL were exported marking an earning of US$ 283 Million.

"On Palm Sunday, we arrived at a very notable city of India called Quilon where the whole world's pepper is produced".
JOHN DI MARIGONO LI, *The Pope's Legate who visited India in 1348 AD.*

QUILON: THE CASHEW BOWL OF INDIA WITH A ROMANTIC PAST

Quilon, 75 km north of Trivandrum, the capital of Kerala, has a colourful history dating back to centuries before the birth of Chirst. This town on the south west coast of India, once equalled in rank with its contemporary cities of Rome, Carthage and Babylon. As an international commercial centre in olden days, it was the halting station on the maritime routes connecting East and West. Quilon was very familiar to the navigators of King Solomon. "Thousands of years ago, the beautiful ships of Phoenicians, laden with gold, came here flashing white foams across the waters and returned with pepper, cardamom, sandalwood, teak, rosewood, ivory and peacock feathers". It is a well-known fact that the gates of the Carthage Fort was built with the sandalwood brought from Kerala.

Ancient Greek travellers like Pliny, Ptolemy and Periplis have mentioned about three famous port towns on the Kerala coast, namely, Tindis, Musiris and Nilkanda. Of these, according to some historians, Nilkanda has been identified as Quilon. This name has been derived from the river-mouth of "Neendakara" on the northern limits of the present day Quilon, which in those days served as a river harbour. It was only later that the area near the present port became famous as Quilon Port. For about four or five centuries (before Christ) the foreign trade of Quilon was monopolised by the Romans, the Phoenicians and the Greeks.

Quilon is often called the 'nerve centre' of Indian cashew industry. Of the 600-odd cashew factories in India, over 250 are situated in and around Quilon. In fact, today, Quilon is almost synonymous with cashew.

Chinese Predominance

From the 5th century AD to 9th century AD, the Chinese dominated the Quilon Bazaar. An Arabian traveller, Sulaiman, who visited the city in AD 852, has described the numerous Chinese merchant ships berthed in the river harbour. All the trading vessels which were passing through the Arabian Sea used to halt at Quilon as it was a custom in those days. Marco Polo, who visited Quilon in 1298 A.D. has described it as a "prosperous city inhabited by Christians, Jews and idol worshippers". He wrote :

"The wine they make from palm sugar is a capital drink and very speedily it makes a man drunk". Abul Feda, another visitor of the same period, has recorded to have seen a mosque in this city. Ibn Batuta, the

Ashtamudi Lake.

More Than 3 Decades Of Smiling Customers

One of the premier exporters of cashew in India, Lakshman & Co. is one company that has been growing at an enormous rate ever since its inception ; built on one strong foundation — commitment. To customer, to quality.

We always insist on the highest standards, strictly following the customers' needs and his specifications.

Our products — premium cashews, each pack proclaiming the tradition and the success story of the KPP group of companies.

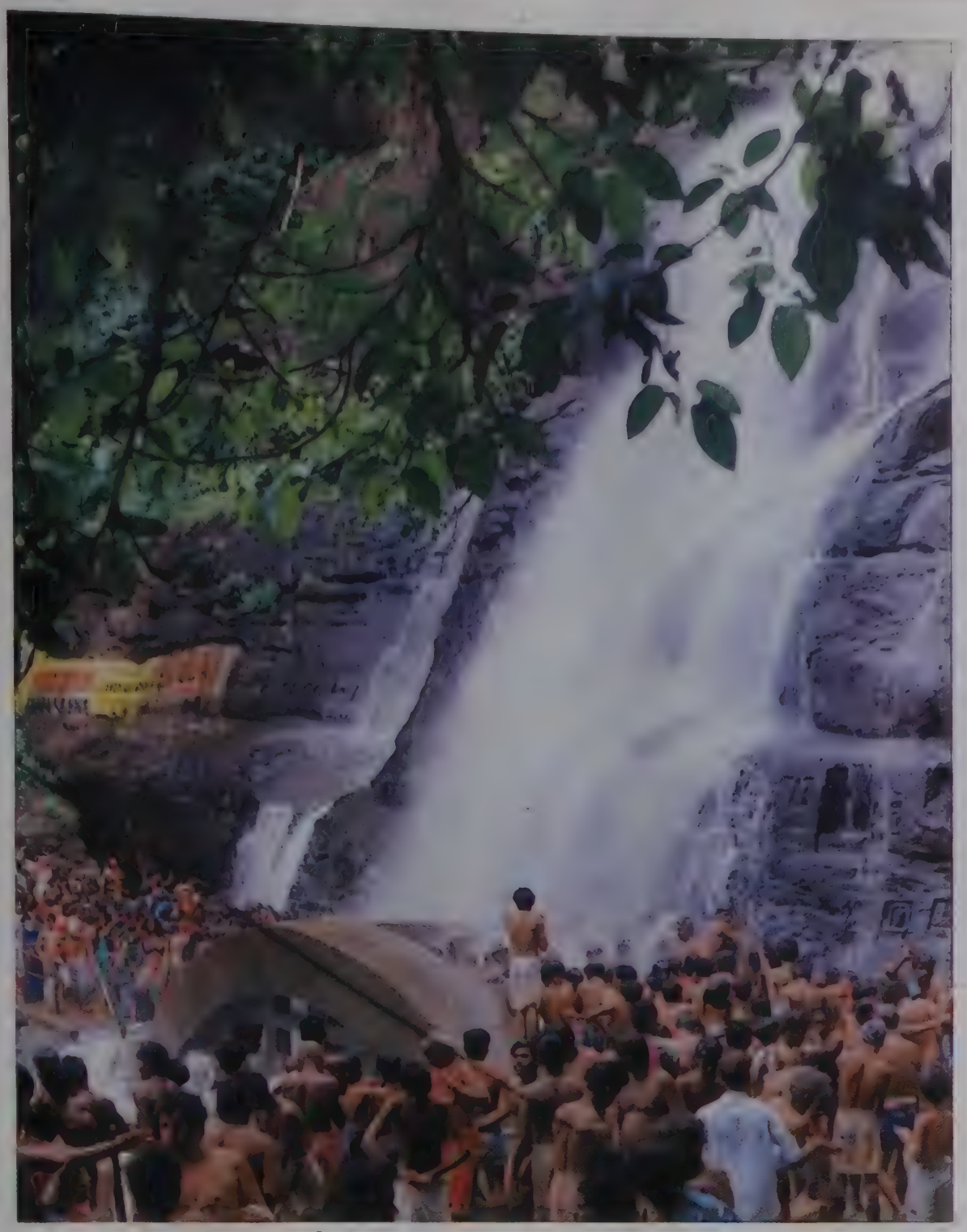
Lakshman & Co.

Great breeding in a nutshell.

Lakshman & Co.

P.B. No. 179 PARAMESHWAR NAGAR QUILON-691 001. INDIA
TEL : OFF : 474-79521 474-79306 TELEFAX : 474-79492
TELEX : 886-234 LCO IN GRAMS : LSCHCO

ULA/60029



Coutrallam Waterfalls near Quilon

famous Arab traveller, who was forced to land here in 1343, saw Quilon as "One of the finest cities of Malabar with splendid bazaars and wealthy merchants and a fine mosque and a square". Nikolo Konti, a traveller from Venice, who came here in 1441, has mentioned about Quilon as "a noble city, the circumference of which is twelve miles". Captain Huyoph, who came to Quilon as the Director of the Dutch Trading Company in 1661 and who rebuilt many of the old buildings, monasteries and churches of the Portuguese, have also described about the grandeur of Quilon city.

The golden age of Quilon was during its trade with China. Quilon and China had established diplomatic relationship even in the earlier centuries of the Christian Era. Representatives of the Raja of Quilon went to China in 1282 with many valuable presents for the Emperor. A Chinese nobleman Yang Tang-pe was the Representative of the Chinese emperor at Quilon for three years. Pepper and spices from the Kerala coast had a ready market in China in those days and the merchants had hoarded amazing wealth.

From time immemorial, Quilon has attracted all sorts of visitors belonging to different religions. Hindu pilgrims from all over India used to visit the famous shrines in the city. Malik-Bin-Aboob, who came here to preach Islam, built the first mosque of Quilon. The Jews, who fled from Babylon in the 6th century B.C. and came to India, later settled down in Quilon. For centuries they were respectable citizens of this city. In the 9th century A.D. according to historians, there were 600 Jewish families in Quilon. By the beginning of the 7th century A.D., Quilon became the stronghold of Christians. Though one may not believe that St. Thomas himself built a Church here in 53 A.D., it is fairly certain that St. Frementius visited Quilon in the 9th century A.D. Even before this, in 823 A.D., a church was founded in Quilon. The fame of the city spread far and wide by this time and there was a reference about Quilon in a letter written in 660 A.D. by the Nestorian Patriarch of Babylon to the Metropolitan of Persia. Even earlier to this, the Nestorian Christians had settled down here. It is also worthy to note that John-Di-Marigono-Li, a representative of the Pope, on his way from China to Florence, arrived on Palm Sunday in 1348 AD at "a very noble city called Coilum where the whole world's pepper is produced".

Malabar Era

Malabar Era, otherwise called Kollam (Quilon) Era, takes its name from this town. Some

historians are of the opinion that this era commenced from the day of the rehabilitation of Quilon city following its demolition due to the conquest of the commander of the Chola King, Sri Kulothunga. Some others attribute the cause of demolition to sea erosion. Any how, it is evident that the old city was destroyed and a new one was built instead. During this period, a branch of the Venad Royal family made Quilon its seat and the city assumed more importance. Rabbi Benjamin, who toured the Middle-East countries between 1159 and 1173 A.D. has described the city of Kulam where the people are black in colour with faith in Astrology and worshipping the Sun-god". Friar Jordanas, the first Catholic Bishop of Quilon, has commended the religious toleration of the Raja of Desinganad (Quilon).

During the latter half of the 14th century A.D. the Arabs gained control over the trade in Quilon. They made it their seat, established mosques and even interfered in the administration. With the support of the Zamorin of Calicut, they used to attack the Chinese traders and their ships at Quilon. As a result of this, the age-long trade between China and Quilon began to dwindle. Then the Portuguese appeared on the scene. During his second visit to the Malabar Coast, Vasco da Gama deputed a messenger to the court of Rani Umayamma of Desinganad (Quilon). Following this, two Portuguese merchant ships arrived in Quilon and left for home with tonnes of pepper. Next year, Albuquerque came to Quilon, met the Rani and concluded a trade pact. He built some godowns here and went back to Portugal with shiploads of pepper and other spices. Soon after his departure, the Arabs attacked the Portuguese godowns. Portuguese troops from Cochin were sent to Quilon and the war that ensued lasted a few weeks. After the war, a fresh trade agreement was signed by the Rani and the Portuguese. In 1516 the Portuguese built a fort in the beach area known as Tangasseri, violating the agreement. The Rani sent the Crown Prince with an army to conquer the port. The Portuguese army had been reinforced by more troops from Cannanore. In the war that followed, many of the local people were killed and the Arab traders were forced to flee from the city. At last, the Rani moved for peace and the war ended. This war adversely affected the trade with the Arabs and the Chinese. Though the Portuguese got a monopoly of the trade, they never showed any interest in the development of the city.

Palaruvi, Near Quilon

With the advent of the Dutch and English, the downfall of Quilon became complete. No longer did the ships of other nations berth in the port. Its importance as a maritime centre was lost and gradually it became an obscure city. It was during the period of the Dutch that Sri. Marthanda Varma, Ruler of Travancore, annexed the State of Desinganad to his territory. Tangasseri Fort area, which passed from the hands of the Portuguese to the Dutch and later to the English, remained a British area even after Quilon became part of Travancore State. (And it remained a British area till 1947).

Thankassery Lighthouse.

Hanging Bridge Punalur, near Quilon.

LOST GLORY

In later years Raja Kesavadas, and Velu Thampi Dalavai, the illustrious Dewans of Travancore, made incessant efforts to regain the lost glory of Quilon as a commercial centre. They brought merchants from outside the state, built government offices, palaces and new bazaars. A trunk road was constructed from Quilon to Shencottai, the border town of the state adjoining Tamilnadu. But the city, having become a cantonment area with three garrisons of British troops, never regained its commercial importance.

In the balmy days of the spice trade, Quilon seems to have been a city of palaces, as is evidenced by the Malayalam saying that "if you saw Quilon you would need no home any more". Today Quilon is a district headquarters. It is also an industrial and commercial centre with its cashewnut factories, tile factories, textile mills and engineering workshops.

Of late, Quilon has become a centre of cultural and educational activities with several colleges, numerous schools, newspaper offices, publishing houses, theatres, and the mineral factories of Neendakara and Chavara all within the orbit of a dozen miles. With the advent of the Indo- Norwegian project, Neendakara is fast developing into a first-rate fishing harbour.

Quilon stands on the Ashtamudi Lake (lake with eight creeks) It has a reef of rocks for its beach on which coconut trees grow so near the water's edge, that their shadows fall on the beating surf, a rare thing to be seen in any part of the world. The present day Quilon port is an open road-stead, situated off a bight in the coast formed by the Tangasseri point with an old light-house.

THE KERALA STATE CASHEW DEVELOPMENT CORPORATION LTD

(A Kerala Government Undertaking)

(Trading House - Recognised by Government of India)

Cashew House, Mundakkal, P.B. No.13, Quilon -1.
Phone : *Office* - 75271, 75272,75273 (PBX Three Lines)
Grams : 'KASUVANDI' ● Telex : 0886-204, 0886-330
Fax : 0474-70557 ● Chairman : *Office* - 76008
M.D. : *Office* - 75954 & 76594 ● *Res* - 323 (Paravur)

WE SERVE THE COUNTRY

- by being the largest exporter of Cashew Kernels.
- by being the biggest employer in Kerala.
- by earning more than Rs.120 Crores in Foreign Exchange.
- by being a Model Employer.

Our Tannin Extraction Unit:

Cashew testa is processed, Tannin is extracted and marketed in large scale as CASHTAN.

CASHEW

FOR HEALTH ♦ FOR WEALTH ♦ FOR PROSPERITY

BESTNUT CORPORATION

1/C, Mount Chambers, 758 Anna Salai, Madras 600 002, India.
Tel : 44-860996. Telex : 041-5394 BEST IN. Fax : 44-860996

Nutking... Going places.

Nutking.

Roasted and salted cashewnuts, making rounds around the world, catering to the most sophisticated tastes. Earning laurels all the way.

Coming from KJP Group, Nutking Cashewnuts have the golden touch about them. The touch of uncompromising quality and hygiene standards. And intensive research in tune with the international norms.

Nutking cashewnuts. Destined to capture the world market. Soon.

Corporate Office: NNC Estates, Vadakkevila, Quilon - 691 010. Kerala. Ph: (0474) 79336& 75142 Telex: 886 230 NUTS IN 272 JR MP JN Fax: (0474) 75470

Malabar Cashewnuts & Allied Products. Jyothi Exports Enterprises. Pace International Ltd.

Mudra:C:KJP :301